

A Big Week of Big Bargains in America's Most Popular Floor-Covering—October 2nd to 7th

Gold-Seal CONGOLEUM WEEK—

Begins Tomorrow!

A Six-Day Sale of
America's Most Popular Floor-Covering



THROUGH a special arrangement made with thousands of stores located in practically every city and town in the United States you can buy, all this week, genuine, guaranteed *Gold-Seal* Congoleum Rugs and Floor-Covering at greatly reduced prices. The sale comes at the most opportune time of all the year—right in the midst of the Fall cleaning and house-furnishing season.

The chief purpose of this great Congoleum Week Sale is to enable those women who have not yet used Congoleum to prove for themselves, at very small expense, the money-saving, labor-saving economy of this modern, sanitary floor-covering.

But, at the same time, it offers all Congoleum users a rare opportunity to make additional purchases at bargain prices.

The Stores That Will Save You Money

All the stores listed at the bottom of this page and many others throughout the city and vicinity, have joined in this nation-wide drive for brighter homes and lighter housework. All of them will sell genuine *Gold-Seal* Congoleum at the money-saving prices quoted here. All this week they will devote large floor space to this popular floor-covering and will provide extra salespeople to insure prompt service to customers during the busy days of the sale.

Genuine, Guaranteed, Gold-Seal Congoleum

All the *Gold-Seal* Congoleum offered in this sale is fresh new goods, just received from the factory. All the new popular patterns are included—the identical

Note These Low Prices

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|---|---------|
| 6 x 9 ft. Genuine GOLD-SEAL CONGOLEUM RUG—only..... | \$7.45 |
| Regularly Priced \$8.75 | |
| 7½ x 9 ft. Genuine GOLD-SEAL CONGOLEUM RUG—only..... | \$9.30 |
| Regularly Priced \$11.00 | |
| 9 x 9 ft. Genuine GOLD-SEAL CONGOLEUM RUG—only..... | \$11.15 |
| Regularly Priced \$13.00 | |
| 9 x 10½ ft. Genuine GOLD-SEAL CONGOLEUM RUG—only..... | \$12.95 |
| Regularly Priced \$15.00 | |
| 9 x 12 ft. Genuine GOLD-SEAL CONGOLEUM RUG—only..... | \$14.95 |
| Regularly Priced \$17.50 | |
| Other sizes ranging down to the 1½ x 3 ft. Rugs..... | 39c |

Gold-Seal Congoleum By-the-Yard, only 69c
per square yard, 2 yards and 3 yards wide.

No factory left-overs or "seconds," but fresh new designs of rare charm and beauty. Every one in perfect condition, just received from the factory.

designs you have seen pictured in your favorite magazines. Every *Gold-Seal* Art-Rug and every piece of *Gold-Seal* Congoleum By-the-Yard is unconditionally guaranteed to give absolute satisfaction.

FOR SALE AT THESE STORES

Few-Hurt Furniture Co.

Cathey Furniture Co.

Stanford Furniture Co.

Wilson Bros.

Genet Furniture Co.

North Side Furniture Co.

SAPULPA—Wilson Bros.

Mayo Furniture Co.

Tennelly-Pirtle Furniture Co.

C. T. Bumgarner

Shannon Furniture Co.

Blue Front Furniture Co.

LOOK FOR THE GOLD SEAL

If you have not yet used Congoleum, read the following list of its advantages. Then you will understand why it is America's most popular floor-covering—why it is used today in millions of homes all over the land:

Beautiful, harmonious patterns. Congoleum patterns are the most artistic you can possibly imagine. There are simple tile and woodblock patterns for kitchen and bathroom—elaborate floral effects for bedroom, dining-room, and living-room.

Easy to clean. No tiresome sweeping or beating is necessary. A damp cloth removes every speck of dust and dirt in a jiffy.

Waterproof and Greaseproof. The firm, sanitary surface is waterproof and rot-proof. Nothing harms it.

No Fastening Required. Congoleum lies flat on the floor. It will not curl or "kick up" at edges or corners. No tacks, nails, or cement are needed to hold it in place.

Economical. Low cost and long wear make *Gold-Seal* Congoleum the most economical floor-covering it is possible to buy. At regular prices it is a real bargain. At the low prices prevailing all this week it represents unprecedented value.

This Opportunity is Limited

This great *Gold-Seal* Congoleum Week Sale is a money-saving opportunity you can't afford to miss. Right now, while the assortments of sizes and patterns are complete is the time for you to take advantage of this special offer.

Don't forget that these bargain prices are effective THIS WEEK ONLY. Regular prices will be restored when *Gold-Seal* Congoleum Week ends next Saturday night.